

GEORGIOS GAD

Digital Strategy & Integrated Marketing Lead

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About Me

A digital strategy and integrated marketing leader with 16+ years of experience driving growth for global brands across EMEA. Proven success in market expansion, team leadership, CRM campaigns, and digital-first projects. Recognized for building large-scale programs, managing multi-million euro budgets, and securing strategic partnerships.

Career Achievements Summary

	Achievement	Impact / Outcome
2023–2025	Built and led EMEA regional team for digital and creative initiatives	Scaled cross-market creative operations and digital campaigns
2021–2025	Maintained TENA CRM account as a top revenue generator in Greece	Drove client retention and consistent revenue growth
2023	Achieved 300% increase in Google AdSense revenues for BabySpace.gr	Tripled digital monetization through strategic content optimization
2021	Awarded Gold for the MyParenthood.gr product launch, Mother & Baby Awards	Recognized for excellence in product marketing
2021	Pitched and secured ideation-stage approval for €100,000 investment as co-founder	Validated early-stage concept at Demium Startup Accelerator
2019	Won Nestlé Cerelac Egypt BTL contract	Drove 25% revenue growth through strategic program execution
2018	Managed and optimized \$2.5M+ in regional marketing budgets	Delivered efficient allocation and campaign performance
2017	Navigated 25%+ annual inflation in Egypt	Protected margins via contract, salary, and budget renegotiation
2015	Increased Egypt quarterly revenues by 90% through strategic management	Achieved significant business growth
2015	Secured P&G Pampers Lebanon BTL contract	Marked market entry and regional expansion
2014	Won Dettol Egypt school program	Increased client marketing budget by 75%
2013	Rolled out Pampers' top MENA sampling program	Reached 900K Egyptian moms in one year
2012	Led the successful launch of Egypt operations	Established full market presence from the ground up
2010	Developed Davidoff account	Achieved record-high marketing budget